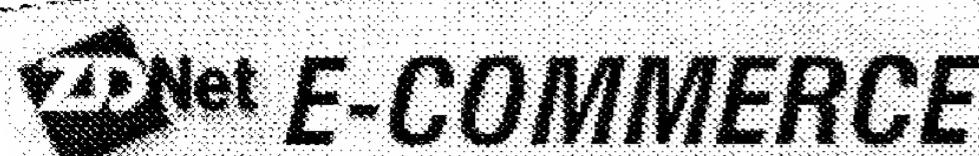


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Site/Example	Date reviewed	News
Tavolo.com : Buying advice with no questions asked	2/19/00	• When dot-coms become dot-bombs
eBags.com : Customized comparison charts	2/22/00	• A tale of Web winners and losers
Living.com : Cleverly presented furniture ensembles	2/20/00	• Demographics: Blue-collar folks charge onto the Web
Brookstone.com : Clearly designed bookmark lists aid shopping	2/13/00	More News
Dellaweddings.com : Registry search requires minimal information from guests	2/4/00	Opinion
HomeWarehouse.com : How-To guides are an excellent example of content/commerce integration	2/3/00	• Trouble in e-paradise
Williams-Sonoma : Clearly states when orders must be placed to meet a holiday deadline	1/25/00	• Signs of the B2B times
Costco.com : Shipping charges disclosed on product pages	1/16/00	• B2B's messy relationships will get more entangled
MySimon.com : One-click comparison shopping for popular items	1/5/00	• The supplier squeeze
Wine.com : Wine clubs help build ongoing relationships with customers	1/6/00	• Amazon patents are bad news
Moviefone : Well-designed movie page presents relevant info, expedites buying	12/30/99	More Opinion
Gymboree : Size chart is a good example of customer-focused navigation	12/14/99	
Bluefly : Free shipping for the holidays regardless of order size	12/7/99	
Nordstrom : Easy-to-find, customer-friendly return policy	12/7/99	
eBay : Well-presented new-user links make it easy for auction novices to start bidding	11/29/99	
Towerrecords.com : Advanced search feature turns inexact queries into correct results	11/15/99	Company Info
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